

AI Visibility, **what changed**

PREPARED FOR

Brightway Plumbing & Drain

COMPARING

Month 2 → Month 3

PREPARED BY

Plastorium LLC

CADENCE

Monthly

Sample report. Illustrative data for a fictional business. A live comparison sets two real scans side by side and tests whether each change is real or sampling noise.

SUMMARY

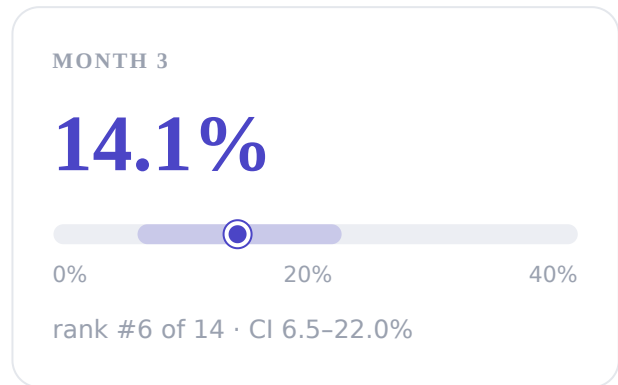
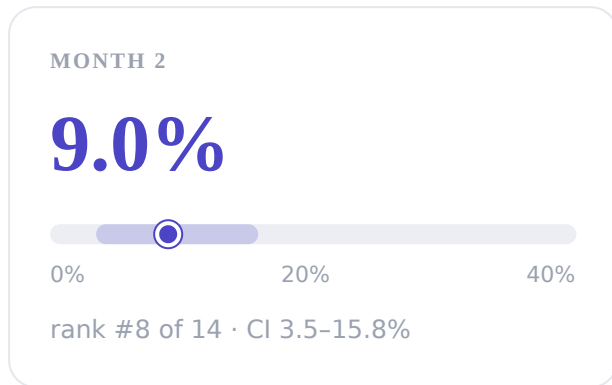
One month of movement, side by side.

Metric	Month 2	Month 3	Change
Overall AI visibility	9.0%	14.1%	▲ +5.1 pts
Bootstrap 95% CI	3.5–15.8%	6.5–22.0%	—
Rank among brands	#8 of 14	#6 of 14	▲ 2 places
Mentions / runs	71 / 792	122 / 864	—
Iterations per prompt	6	6	—

Visibility is normalized per iteration, so the two scans are directly comparable. Rank improved because Brightway passed two mid-field competitors. The same fixed prompt set and four models were used in both scans.

HEADLINE METRIC

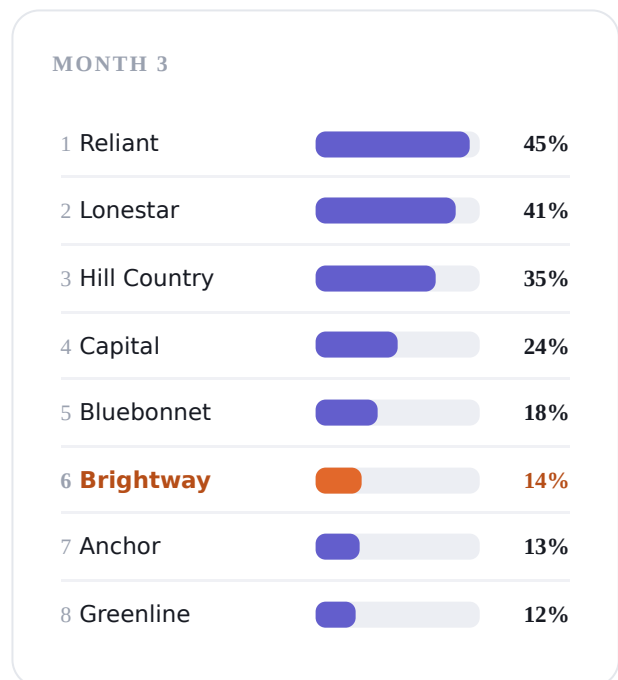
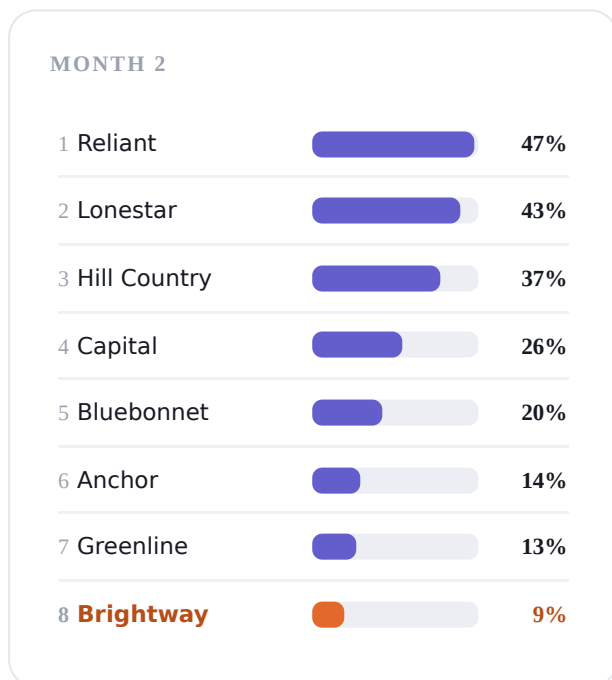
Overall visibility, scan over scan.



COMPETITIVE LANDSCAPE

The field, then and now.

Top of the field, both scans. Brightway moved up past Anchor and Greenline while the leaders held station.



BY MODEL

Your movement on each assistant.

The gain wasn't carried by one model. Every assistant moved up, with the biggest single jump on ChatGPT, where Brightway had been weakest.

Model	Month 2	Month 3	Change
ChatGPT	11%	18%	▲ +7
Claude	12%	16%	▲ +4
Perplexity	8%	13%	▲ +5
Google AI Overview	5%	9%	▲ +4
Overall	9%	14%	▲ +5

PER-PROMPT DETAIL

Every prompt where you moved.

Each cell is mentions out of iterations and the probability of appearing in an AI answer. Rows are shown for both scans so gains and the occasional dip are both visible.

Prompt	Model · location	M2	M2 prob	M3	M3 prob
Who installs water heaters in Austin					
	ChatGPT · Austin	3/6	50%	5/6	83%
	Perplexity · Austin	2/6	33%	4/6	67%
Best plumber near me					
	Claude · Austin	2/6	33%	4/6	67%
Drain cleaning service near me					
	Claude · Round Rock	3/6	50%	4/6	67%
Emergency plumber near me					
	ChatGPT · Austin	1/6	17%	3/6	50%
24/7 plumber Austin					
	ChatGPT · Austin	2/6	33%	4/6	67%
Repipe specialist near me					
	Perplexity · Cedar Park	3/6	50%	3/6	50%
Affordable plumber Austin					
	Google AI · Austin	2/6	33%	1/6	17%

Green probability = higher than the prior scan; red = lower. The dominant pattern is gains across ChatGPT, Claude, and Perplexity, with one Google AI dip worth watching next month.

SIGNIFICANCE

Is the change real, or sampling noise?

Short answer: the direction is encouraging, but treat it as a signal, not a confirmed result. Each scan issues a limited number of queries per model, so only large swings clear the bar. Testing the month-2-to-3 difference with the same query-level bootstrap used for the confidence intervals, every change for Brightway has a 95% interval that still crosses zero. What's notable is that all four models moved the same way, consistent direction across independent measurements is itself worth weight, even before any single move is individually significant.

Scope	M2	M3	Δ	95% CI of Δ	Verdict
Overall	9%	14%	+5	[-6, +16]	Not yet significant
ChatGPT	11%	18%	+7	[-9, +23]	Not significant
Claude	12%	16%	+4	[-12, +20]	Not significant
Perplexity	8%	13%	+5	[-11, +21]	Not significant
Google AI	5%	9%	+4	[-9, +17]	Not significant

Consistent upward movement across all four models, even within sampling noise, is the early shape of a real gain. The next scan should confirm whether it clears the interval.

COMPETITOR MOVEMENT

Significance-tested, not just point moves.

The arrow reflects statistical significance, not the size of the raw move: ▲ / ▼ mark changes whose 95% interval excludes zero; ≈ marks changes that can't be told apart from noise even when the percentage moved.

Brand	M2	M3	Trend
Brightway Plumbing & Drain	9%	14%	≈ no significant change (Δ +5; CI crosses 0)
Reliant Plumbing	47%	45%	≈ Δ -2; CI [-18,+13]
Lonestar Drain Co.	43%	41%	≈ Δ -2; CI [-19,+14]
Hill Country Plumbing	37%	35%	≈ Δ -2; CI [-18,+13]
Capital Plumbing Pros	26%	24%	≈ Δ -2; CI [-16,+11]
Bluebonnet Plumbing	20%	18%	≈ Δ -2; CI [-15,+10]
Anchor Plumbing Services	14%	13%	≈ Δ -1; CI [-13,+11]
Cedar Park Plumbers	11%	6%	▼ significant decline (Δ -5; CI [-9,-1])

Across the whole field, the only statistically significant move this month is Cedar Park's decline. Everything else, including Brightway's gain, is directional, pending the next scan. Tracking the same brands monthly is how directional moves resolve into confirmed ones.

AIReady by Plastorium LLC · Sample scan comparison · Brightway Plumbing & Drain

Illustrative data · not a real client